

Message Text

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41

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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P 050842Z MAR 76
FM AMEMBASSY TOKYO
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 7464

UNCLAS TOKYO 3376

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: TCM MAY TGH EXHIBITION

REF: USDOC 03543

1. PRESENT RECRUITMENT STATUS DOES NOT MEET TWO-THIRDS
REQUIREMENT OF WELCH/BORROWMAN LTR OF 28 JAN FOR
TC REGULAR SHOW. TC PRESUMES OIM PLANS CONVERT THIS
THEME TO SPECIALIZED EXHIBITION.

2. TC/EMBASSY COMMERCIAL SECTION/MARKET PROMOTION
CONTRACTOR HAVE SCRUTINIZED PROMOTABILITY THIS THEME
WITH QR PARTICIPANTS AND REACHED CONCLUSION TO RECOMMEND
OIM PROCEED WITH SPECIALIZED EXHIBITION FOR FOLLOWING
REASONS:

(A) BECAUSE OF BICENTENNIAL, JAPANESE DISTRIBUTION
INDUSTRY HAS UTMOST INTEREST IN U.S. MADE NTM
CONSUMER GOODS.

(B) MAJORITY F PARTICIPANTS APPEAR NEW-TO-JAPAN
MARKET AND DO NOT HAVE REPRESENTATION. THIS WILL
GIVE ADDITIONAL INTEREST/ATTRACTION TO TARGET
AUDIENCES, PARTICULARLY PROSPECTIVE AGENTS/LICENSEES
JOINT VENTURE PARTNERS.

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(C) CUSTOMER IDENTIFICATION/LIST BUILDING PRESENTS NO

SPECIAL PROBLEMS

3. TC TENTATIVELY PLANS TO ACCOMMODATE ALL PARTICIPANTS ON FIRST FLOOR AND TO USE SECOND FLOOR AS DEMONSTRATION AREA FOR GAMES SUCH AS FRISBY, TRACK BALL, AND JORKI (COMBINATION OF FIELD AND TABLE TENNIS), OR SAMPLE AMERICAN TGH SHOP, ETC.

4. SINCE TC CAN PROVIDE AMPLE SPACE FOR EACH PARTICIPANT, OIM SHOULD ASK U.S. PRINCIPALS TO SHIP FULL LINE OF PRODUCTS IN THIS THEME INSTEAD OF SELECTING A FEW PRODUCTS FROM PRODUCT LINE.

5. TC ALSO HAS OFFICIALLY CLOSED SOLICITATION WITH EXCEPTION OF PENDING FIRMS LISTED TOKYO 2962.

6. REQUEST OIM INSTRUCTION/COMMENT VIA RETURN PRIORITY CABLE.
SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TOKYO03376
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760084-0715
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760388/aaaaczso.tel
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Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Page Count: 2
Previous Channel Indicators: n/a
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Previous Handling Restrictions: n/a
Reference: n/a
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Review Content Flags:
Review Date: 27 JUL 2004
Review Event:
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Review Markings:

Margaret P. Grafeld
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04 MAY 2006

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Review Release Date: n/a
Review Release Event: n/a
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Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TCM MAY TGH EXHIBITION
TAGS: BEXP, JA
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